

1 **MINUTES FOR THE JOINT MEETING OF THE BOARD OF TRUSTEES,**
2 **THE ECONOMIC DEVELOPMENT COMMITTEE, THE PARKS COMMITTEE,**
3 **AND THE PLAN COMMISSION**
4 **TUESDAY, SEPTEMBER 15, 2015**
5 **SISTER BAY VILLAGE HALL – 10693 N. BAY SHORE DRIVE**

6
7 *The September 15, 2015 joint meeting of the Board of Trustees, the Economic*
8 *Development Committee, the Parks Committee, and the Plan Commission was called to*
9 *order by Village President Dave Lienau at 6:02 P.M.*

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11 **Present:** Village President, Plan Commission Chair, Parks Committee Chair, and Economic
12 Development Committee member Dave Lienau, Trustees and Parks Committee members
13 John Clove and Scott Baker, Trustees Pat Duffy, Kathy Enquist and Nora Zacek, Plan
14 Commission members Nate Bell, Don Howard, and Marge Grutzmacher, Economic
15 Development Committee members Jennifer Dahl, Larry Gajda and Denise Bhirdo, and
16 Parks Committee member Sharon Doersching.

17
18 **Excused:** Facilities Manager Steve Mann, Village Board Member, Plan Commission
19 Member and Marketing and Finance Committee Chair Shane Solomon, Marketing
20 Committee Members Dan Mortier, Mike Flood, Bill Chaudoir and Jimmy Grasse, and Plan
21 Commission and Economic Development Committee Member Eric Lundquist.

22
23 **Staff Members:** Village Administrator Zeke Jackson, Marketing Director Jason Polecheck
24 and Assistant Administrator Janal Suppanz.

25
26 **Others:** Jamison Brown and Jay MacDonald of Living Labs, Laddie Chapman, Sharon
27 Doersching, Judith Ross Stevenson, Al Gokey, Ron Kane, Steve Musinsky, Mike Schell, Ken
28 Church, Trudy Jischke, and two other individuals.

29
30 **Business Items:**

31 **Item No. 1. Stakeholder meeting with Wayfinding Signage Consultants from Living Labs;**
32 **Consider a motion for action as appropriate:**

33 Jackson introduced Jamison Brown and Jay MacDonald of Living Labs. Living Labs has
34 been contracted to create new wayfinding signage for the Village, and this evening Brown
35 and MacDonald will be making a presentation regarding the entire wayfinding signage
36 planning/development/plan implementation process. "Wayfinding" is basically defined as
37 all of the ways in which people orient themselves in physical space, navigate from place,
38 and interpret their surroundings. An integral part of the wayfinding process is solicitation of
39 input from the members of the public, and, therefore, a number of informational/question
40 and answer sessions will be conducted in the Village Hall throughout the week. Schedules
41 have been posted in a number of locations throughout the Village, and everyone is invited
42 and encouraged to attend as many of the meetings/informational/question and answer
43 sessions as they can. State and Village regulations will definitely be taken into
44 consideration when the wayfinding signage is created, but during the planning process a
45 number of types and styles of signage, including unique and "fun" designs will be
46 presented. Basically the following procedures will be followed: First, the Village's
47 Wayfinding Plan will be finalized, and then full size mock-ups will be created. After that

1 the Wayfinding Plan will be adopted, DOT/County Permits will be obtained, and finally
2 the signage will be installed and utilized.

3
4 **Item No. 2. Discussion regarding matters to be placed on a future agenda or referred to a**
5 **Committee, Official of Employee:**

6 Lienau stressed that this will not be the only meeting which will be conducted regarding
7 wayfinding signage. After the planning process has concluded more joint meetings will be
8 scheduled.

9
10 **Adjournment:**

11 *A motion was made by Doersching, seconded by Duffy to adjourn the joint meeting of the*
12 *Village Board, the Economic Development Committee, the Parks Committee and the Plan*
13 *Commission at 6:42 P.M. Motion carried – All ayes.*

14
15 Respectfully submitted,

16 

17 Janal Suppanz,
18 Assistant Administrator